

The MBE University Conference – Workshops

Level 100 courses are designed for businesses less than two years old and those that are just beginning to get engaged with public and private sector procurement programs.

100 Level

Course 101

10:30 a.m. – 11:45 a.m.

Certification: Making the Connection as a Minority– and/or Women-Owned Business

Both the City of Baltimore and the State of Maryland support the inclusion of small, local, minority-owned and women-owned companies within their procurement programs. In order for the work of these firms to be counted toward minority participation goals, however, the firms must be certified.

Join Thomas Corey, Chief, Minority and Women's Business Opportunity Office, and Michael Smith, Public Relations Manager, MDOT's Office of Minority Business Enterprise, for an overview of both the City of Baltimore's and the State of Maryland's certification programs. You'll hear the benefits of certification and learn the eligibility standards requirements for both programs. You'll also get an insider's view of the application process so you can complete the certification process with confidence.

Course 102

1:45 p.m. – 3:00 p.m.

Purchasing Best Practices: Winning Work in the Private Sector

Looking to grow your business in the private sector? This is the workshop for you! In this session, learn how to build a stronger, more profitable company by understanding purchasing habits and the tools required to secure new business in the private sector.

Join representatives from Verizon, State Farm and Whiting-Turner in a lively discussion on how you can confidently navigate your way to success with these top companies moderated by Alison Tavik, Director of Communications, Governor's Office of Minority Affairs.

Course 103

3:15 p.m. – 4:30 p.m.

Built to Last: Developing Your Marketing Strategy

With increased competition and unexpected shifts in the marketplace, it can be difficult to attract and retain new clients. Developing a marketing strategy that includes a solid online presence, email campaign strategy, new media integration and print materials can help you get noticed.

In this power-packed session, Anita Brightman, President and Founder of a. Bright Idea, will explore the basics of how to craft a creative and sustainable marketing campaign to help you increase your client base.

The 200 level courses represent the intermediate track and have been designed to help established businesses improve performance.

200 Level

Course 202

1:45 p.m. – 3:00 p.m.

The Bottom Line: Understanding Your Rights & Responsibilities

Participation in State contracting can offer small and minority-owned businesses significant opportunities for growth and sustainability. Understanding your rights and responsibilities within the Minority Business Enterprise (MBE) and Small Business Reserve (SBR) programs is an important element of success.

In this custom-crafted workshop, the Governor's Office of Minority Affairs' Director of Compliance Janice Montague and Director of Policy and Legislative Affairs Tracie Watkins-Rhodes will tell you everything you need to know and give you the latest update on the legislative and policy changes impacting these programs.

Course 203

3:15 p.m. – 4:30 p.m.

Crafting the Winning Bid: How to Respond to State Contract Solicitations

While every project is unique, the process for submitting bids is uniform. Join us for a step-by-step explanation of the process you must follow when responding to solicitations by State agencies.

This workshop is being presented by the recipient of the Warren K. Wright Excellence in Maryland Procurement Award, Suzette Moore, Chief Procurement Officer, Maryland Aviation Administration. It will highlight the key components of the bid process, including the critical steps and time-frames you need to consider when responding to a State solicitation.

The 300 level courses represent professional track, offering industry-specific information on current projects as well as emerging trends and technologies.

300 Level

Course 301

10:30 a.m. – 11:45 a.m.

All Aboard: All Access Pass to the Red and Purple Line Projects

With growing congestion on Maryland's roadways, alternative transportation is a vital component in providing more public transit options. The Red and Purple Line Projects will bring \$2.5 Billion in opportunities to Maryland in areas such as design, supplies, financing, surety, commercial insurance, construction, real estate development, legal services, accounting, advertising, marketing and inspection.

Learn more about these projects from the experts. Key MTA presenters include Jamie Kendrick, Executive Deputy Director, Joe Lewis, Deputy Director, Paula Cullings, Director, Office of Fair Practice and David Janifer, Project Manager.

Course 302

1:45 p.m. – 3:00 p.m.

alt-E: Harnessing the Power of Maryland's Future Offshore Wind Market

The recent passage of the Maryland Offshore Wind Energy Act directs \$10 million to assist small, minority- and women-owned firms competing for contracts in connection with the planned wind farm in Ocean City. This project will create almost 850 manufacturing and construction jobs for five years and an additional 160 ongoing supply, operations & maintenance jobs thereafter.

This panel discussion moderated by Robert Wallace, President & CEO, BithEnergy, include Ross Tyler, Director of Clean Energy, Maryland Energy Administration, David Lunn Jr., D&T Welding and Mike McGeady, Business Development, Cianbro, Mid-Atlantic Region. The discussion will focus on what's ahead for alternative energy in Maryland, including training and capacity building for small and minority-owned businesses.

Course 303

3:15 p.m. – 4:30 p.m.

Global Entrepreneurship: Developing Small Businesses Without Borders

With the increasing economic opportunities arising outside the U.S., more small businesses have taken on a global strategy. In this session, we will be discussing how to develop your business beyond regional borders and turn your ideas into a global reality.

This session will be presented by Brad Gillenwater from the Department of Business and Economic Development's Office of International Investment and Trade (OIIT) and Juanita Hardy, Tiger Management. Participants will learn about the programs and services available to help them penetrate foreign markets. This includes work order support from a network of 11 foreign offices, ExportMD grants, trade mission organization and more.